Partial Translation of Reference 4

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[A]
Column 5, Line 23 to Column 6, Line 44

[0020] The aforementioned terminal computer 2 is any given computer connectable to the internet, for example, a personal computer used in enterprises and general households, a digital electric appliance, a PDA (personal digital assistants), a cell phone, a PHS (personal handyphone system), or the like. This terminal computer 2 includes an input means such as a keyboard and push buttons, and a display means such as a CRT and liquid crystal display. A Web browser is mounted in the terminal computer 2 so that a user can view Web pages of WWW servers.
[0021] Now, an explanation will be given of usage procedures of the integrated regional information system of the present embodiment. A user connects the terminal computer 2 to the internet and starts up the Web browser to access the server computer 1. FIG. 2 is an input screen for search keyword and user information displayed on the Web browser when the terminal computer 2 is connected to the server computer 1. The user selects or enters any search keywords using the keyboard, and further enters as user information his or her age, sex, occupation and area of residence. Incidentally, plural keywords may be entered for search, and not only geographical keywords, e.g., address, postal code, station, landmarks and the like, but also attributive keywords such as population, traffic density, congestion degree, traffic accident and under-populated area may be additionally entered.
[0022] After the user finished entering the search keywords and user information, as he or she presses a transmission button 14 disposed at a lower portion of the Web page, the search keywords and user information thus entered are sent to the receiver 11 of the server computer 1. The control program 13 of the server computer 1 extracts regional information set up with the same search keywords as those received, from the building information database 3, map information database 4, register information database 5 and statistical information database 6. The control program 13 also stores in the user information database 9 the received user information by associating it with

the search keywords.

[0023] Each of the extracted user information includes graphic data, and the graphic data synthesizing program 7 scales and superimposes each of the graphic data in such a manner as to match three preset control points, thereby obtaining composite graphic data. Subsequently, the graphic data three-dimensionalizing program 8 three-dimensionalizes the composite graphic data, and then the control program 13 links attribute data into the graphics, whereby integrated regional information is generated. FIG. 3 is a conceptual view showing an example of regional data to be combined, in which graphic data included in a road register, an underground structure register, building register and the like are combined with one another, and the attributive data is linked thereto.

[0024] The regional information integrated in the above-described procedures is embedded by the control program 13 into the Web page 10 that displays the regional information, sent to the terminal computer 2 from the transmitter 12, and displayed on the Web browser of the terminal computer 2. The user can not only view the received data but also create regional information that meets his or her purpose through process and editing.

[0025] As has been described, according to the integrated regional information system of the present embodiment, the user can easily retrieve a plurality of pieces of regional information related to specific regions only by inputting search keywords from the terminal computer 2, and collect these pieces of information all together in real time. Therefore, the user can save the trouble of separately collecting necessary regional information, thus achieving labor-saving in information collecting work and promoting the efficiency thereof, which results in cost reduction. Further, the graphic data is automatically combined with each other by the graphic data synchronizing program 7 and three-dimensionalized by graphic data three-dimensionalizing program 8. Therefore, the user can save the trouble of matching each graphic data and obtain visually comprehensible regional information.

[0026] While an embodiment of the present invention was described above, the specific configuration of the invention is by no means limited thereto. The design of the invention can be altered within a scope that does not depart from the gist of the invention, and still the altered design is included in the invention. For instance, in the present embodiment, while three control points are set to single graphic data, at least three control points suffice for a piece of graphic data. Further, the user information is not restricted to the age, sex, occupation and area of residence given as an example.

Partial Translation of Reference 5

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[A]
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Overture, one of the largest advertising service enterprisers, which is developing search-linked advertising service called PPC (Pay per click) in the United States, has commenced services in Japan. Its affiliate partners at this time are six portal sites, including goo, infoseek, Lycos Japan, MSN, Yahoo! JAPAN and fresh EYE. Nip-and-tuck battle over accesses to E-commerce sites via search engine is underway between Overture and Google.

In this magazine, sequentially from the last topic about Google, Overture's search-linked advertising service, "Sponsored Search", to which E-commerce sites pay particular attention, is discussed, with introduction of the mechanism and usage thereof.

[B]
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Display method and the number of displayed ads are fluctuated depending on collaborating portal site

Search results of the Sponsored Search are ranked equal for display independent of which search engine portal sites and ISPs as affiliate partners employ. This is because a keyword entered from a search window of an affiliate partner is sent to both a search engine employed by the portal site and a full-text search engine provided by Overture, and search results from the Sponsored Search are displayed while explicitly representing advertisements separately from common search results.

However, locations of the search results on the screen differ according to the systems of the affiliate partners and private contractual arrangements. Infoseek and Lycos Japan display advertisements of top five advertisers in the upper part of a search results screen, while goo, MSN and fresh EYE display those of top threes. Further, Yahoo! JAPAN displays advertisements of top three advertisers in the upper part of a search results screen, while displaying advertisements of forth- and fifth-ranked advertisers in the lower part of the screen. In addition, when a keyword is entered into a search window provided